



ANALYSIS OF CONSUMER PERCEPTION OF FAIRNESS CREAMS OF YOUTH IN DHAKA



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Inspiring Excellence

Submitted to

Ms. Iffat Tarannum

Lecturer

BRAC Business School

BRAC University

Submitted by

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Date of Submission

28th February, 2016

28th February, 2016

To,
Ms. Iffat Tarannum
Lecturer
BRAC Business School
BRAC University

Subject: Submission of internship report for the completion of BUS401

Dear Miss,

This internship report has been completed as per the requirement of the BBA program. The completion of a successful internship period followed by the submission of a report is integral to earning the final credits needed to graduate from BRAC Business School. I have tried to follow the guidance you have provided me with while preparing this report and have structured it accordingly. My three month internship period was over rather quickly as I constantly remained busy with work and unable to keep track of time. It has been an enriching three months of my life where I got a taste of the life of an actual job holder and how organizations work. I acquired different skills and knowledge and created a good network. All of this has been outlined throughout the report to make it as detailed as necessary.

The completion of this report has allowed me to look back at the 12 weeks I dedicated to this company as one big learning experience and gave me the scope to grasp how my four years of learning has helped me in this journey. While preparing this report, I have stayed true to the university code of conduct and ethics by using original material. I hope it serves as a good read and adds value to the already existing vast collection of quality internship reports in BRAC University. For any further query, I will be available at your beck and call.

Sincerely



Mohsin Uddin Taksin
12104053

ACKNOWLEDGEMENT

My first and foremost gratitude goes to Almighty Allah for blessing me to make it this far and to get an opportunity to work in a big multinational like Unilever.

My next vote of thanks goes to Ms. IffatTarannum who has been very patient with me and has guided me time and again in the preparation of my report. She has been very helpful and has provided me with valuable feedback on how I can improve my survey questionnaire to conduct a more effective research that will add to the quality of the report. Her mentoring allowed me to settle on a topic for my internship report and working on this topic has certainly proven to be educational. Without her guidance, structure and strictness, I would not have been able to finish this report.

I am also grateful to Ms. Mahdia Chowdhury who has groomed me not only as a fellow professional but as a big sister while I served as an intern under her. She shared many valuable pieces of advice with me and has been there to teach me all that I needed to do. She has shared various information with me that has helped me in the completion of this report and has also guided me on what measures I could take to improve the quality of the report. My final vote of gratitude goes to Ms. IpshitaFahmin, who is the very reason I got the chance to work in Unilever. I thank her for seeing potential in me that led her to hire me. I thank her for being there to clear any company related confusion I have ever had and for also patiently counselling me about different company policies that we had to abide by.

EXECUTIVE SUMMARY

Unilever is one of the largest FMCG Company in the world with Anglo-Dutch origins that go back to nearly a century. It is a company that started with the aim of helping people as they developed their very first product Sunlight Soap to improve hygiene. From then on, the company has been growing at rapid rate creating presence all over the world. It has its operations here in Bangladesh as well and is the largest FMCG Company of the country with 20 successful brands and is also one of the largest MNCs to be operating here.

I was appointed as an intern in the brand development department where I worked specifically for the brand Fair & Lovely and played a key role in successfully executing their largest USLP campaign “TomarShopno Koro Shotti”. While working on this campaign, I had to manage agencies and saw firsthand how the work gets done. I have also worked as a supporting member in organizing Bizmaestros 2015 – Unilever’s very own business case competition, under Ms. IpshitaFahmin. Working on different projects headed by different managers gave me the chance to see how different people get work done differently yet in an effective manner. This report mentions in detail the wholesome learning journey I had in Unilever Bangladesh.

Finally, using the industry knowledge I gained from my internship, I conducted a research on the preference and consumer perception of fairness cream to determine where my brand fair and lovely stands and how much growth potential the Bangladeshi market offers for this brand. The research findings created new ways of looking at the industry and allowed me to apply my knowledge to see the information in a new light.

This report includes further details on the subjects that have been talked about briefly in this section.

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INTRODUCTION

I started my life as an Unilever intern on August 23, 2015. I was chosen as an intern through the campus recruitment program known as ULIP which stands for Unilever Leadership Internship Program. This program is held once every year and is the only opportunity for graduates to join as an intern of this prestigious multinational. HR officials from the company visits different university campuses and conducts an aptitude test which registered students sit for. Last year, a total of nearly 2000 students appeared for the tests and then the top 100 candidates were called for the second round of the recruitment process which was a focus group discussion. Candidates had to assume the role of brand manager, customers, and retailers and engage each other in discussion and HR managers observed the session to pick out the bright minds from those groups. The chosen candidates moved to the third round which was a one on one interview. I had my interview with Ms. IpshitaFahmin, HR manager. At the end of the third round, 20 students were chosen to work as interns from amongst 2000 and I was blessed to be one of them.

In this report, I have tried to elaborately mention, while remaining within company data sharing policies, about the journey as an intern, the tasks I performed, the projects I worked and the learning I acquired. Furthermore, I have also conducted a survey to analyze the preference and consumer perception towards fairness creams as I worked with the brand Fair & Lovely during my internship. The findings from my survey are summarized using graphical data representation later in the report.

Origin of the Report

This report was prepared as part of the BBA curriculum to successfully complete my internship and earn the required credits for completing the BBA program from BRAC University. Prior to starting work on the report, I have completed 12 weeks of work in Unilever Bangladesh Limited as an intern and based on my experiences and the data gather over these 12 weeks, the report has been structured. The report and its topic was assigned to me by Ms. IffatTarannum, my internship advisor and was also prepared for her under her guidance. I have also been supported by Ms. Mahdia Chowdhury in accomplishing this report under whom I have served the term of my internship in UBL.



Scope of the Report

This report provides an overview of Unilever Bangladesh Limited as a whole, its structure, strategies, USLP activities and different functional departments. This report has been prepared after thorough discussion with my line manager and using data exclusive to the company to provide an in-depth analysis of one of their major USLP project “TomarShopno Koro Shotti” under FAL Foundation. It focuses on this project particularly from all dimensions because I have worked majorly on this project and its execution. Furthermore, the scope of this report also includes a survey conducted specifically on the industry that I dealt with during my internship to allow me to use the knowledge I earned into analyzing the market. Working on this report has presented me with the opportunity to objectively look at information and create meaning out of them.

Objective of the Report

The objective of this report is to highlight the functions I have performed as an intern in UBL and to outline the activities of the Brands department and what role it fulfills in making UBL a successful organization in Bangladesh. One of the other objective of this report is also to discuss how the internship programs works in Unilever, how much autonomy they are given to do their work, what learning and growth opportunities await future graduates.

This report also includes a research on “Preference and Consumer Perception of Fairness Creams” and the particular research objectives are mentioned below:

- ▼ To find out brand consciousness of customers regarding fairness creams
- ▼ To study the factors influencing brand preference of fairness creams
- ▼ To determine the factors influencing purchase behavior of customers of fairness creams
- ▼ To identify the shortcomings in the fairness cream industry of Dhaka and the potential for growth of brands

Methodology of the Report

The primary source of data for the report was secondary data that was extracted from the company database. As an intern, I had the exclusive access to project related information some of which I was able to use in the completion of this report. Besides that, I have also used information from the company website and other existing reports on UBL to produce a completely informative report.

Research Methodology

For the research part of the report, primary data was used which was obtained by collecting data from 76 respondents via random sampling. Data was collected pertaining to different variables that applied to the fairness cream industry and its customers, using online survey forms. Secondary data was also obtained to support the primary data from online databases, journals and published reports. As a researcher, I compared the secondary data and primary data obtained to find out similarities and discrepancies in the information and reach a meaningful conclusion about the industry of our country.

Limitations of the Report

- ▼ One of the major limitation of preparing this report was abiding by the confidentiality clause as per company policy which does not allow a lot of data to be presented in the report out of concerns of privacy.
- ▼ Furthermore, while conducting the research, the respondents were strictly limited to a particular background creating sampling bias. As a result, the survey lacked diversity of profiles and failed to cover all aspects of customer opinions. 76 respondents is not sufficient to represent the true scenario of the market.
- ▼ Conducting two separate research by targeting the male and female population separately would have provided more insight into the proper customer mind set as the two markets have different demand levels and growth rates.
- ▼ The data collected through survey has only been analyzed using pie charts and bar charts, however, applying statistical analysis would reveal more information that can be pivotal to understanding the market.

UNILEVER AT A GLANCE

Unilever Bangladesh Limited is one of the biggest multinational currently operating in Bangladesh and is the leading company in the FMCG industry. UBL's presence in Bangladesh began in 1964 when they established a soap factory in Kalurghat, Chittagong – a factory that still stands strong today. The company originally operated with the name of Lever Brothers Pakistan, but was declared independent after the liberation war. It later became Lever brothers Bangladesh which eventually evolved to its current name of Unilever Bangladesh in 2002. It is a joint venture company of Unilever PLC and the Govt. of Bangladesh with a share arrangement of 60.75% to Unilever and 39.25% to the Bangladesh Govt.

UBL currently has 20 active brands in their portfolio in Bangladesh ranging across home care, personal care and foods. As of 2015, they are the market leader in 7 of the 8 categories they serve in. 90% of the local market is dominated by UBL, as at least one of their products is available across 98% of the households. As per latest statistics, in every minute the company sells over 21,000 products. From its corporate office at Gulshan – 1, UBL provides employment to over 10,000 people through suppliers, distributors and service providers.

Organizational Structure

Unilever global Chairman and CEO, Paul Polman leads the global business. Company leadership structure in Bangladesh comprises the Chairman and Managing Director followed by six functional Directors. The senior, mid-level and assistant managers serve under them.

The current management committee is displayed below:



Departments

UBL current comprises six functional departments. Each department has a Director. Their functions are explained briefly:

1. **Human Resource (HR)** – The busiest of all departments. It looks after the people of the company, engages in campus activities, conducts recruitment and builds leadership.
2. **Customer Development (CD)** – The department which looks after the trade and sales of the company. It ensures the accessibility and visibility of the products in the market.
3. **Customer Marketing** – A wing of Customer Development. It creates the link between the Customer Development and Brand Building department.
4. **Brand Building** – This department is looks after the various brands and ensures they remain competitive in the market.
5. **Finance Department** – The department looking after all the financial activities of the company.
6. **Supply Chain** – This department is responsible for sourcing and production of products. Its duty begins from material management to finally delivering products to the distribution houses so they are available to consumers.

Brand Portfolio

UBL currently operates with 20 brands in Bangladesh with Tresemme being the latest to be added to their portfolio. It was launched in mid-October 2015. The 20 different brands under UBL are displayed in the picture below:

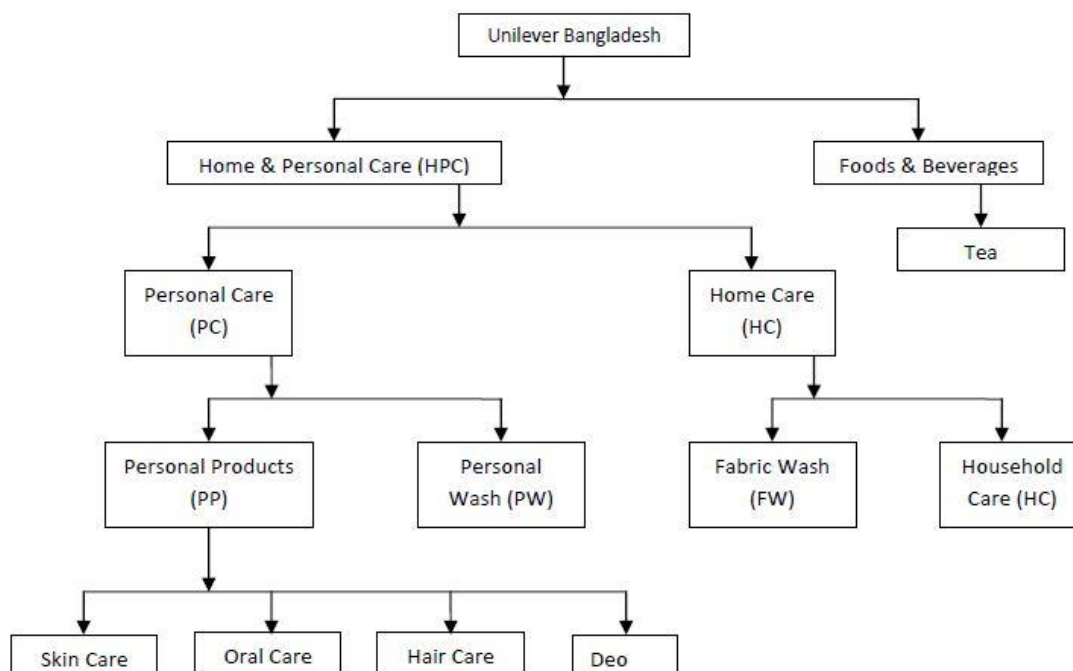


The 20 different brands can be classified into three broad categories as follows:

Home Care	Personal Care	Food
Surf Excel	Lux	Knorr
Wheel	Fair & Lovely	Pure It
Rin	Ponds	Taaza
Vim	Dove	
	Sunsilk	
	Clear	
	Lifebuoy	
	Pepsodent	
	Close Up	
	Axe	
	Rexona	
	Vaseline	
	Tresemme	

Only 14 Unilever brands have a turnover of €1 billion or more globally and the six brands from amongst those fourteen that are present in Bangladesh are Dove, Rexona, Lux, Axe, Sunsilk, Knorr and Surf Excel.

Further classification of the brands is shown in the diagram below:



Core values

Unilever maintains four core values at the base of all their company actions which is reflected in their USLP (described below). They are explained briefly:



1. **Integrity:** the company believes this to be of utmost value and never compromises with honesty because it creates the company reputation and drives its long run success.
2. **Respect:** Unilever is a diverse and multicultural work place with unique individuals from around the globe working together. Therefore, the company makes it a point that each of them maintain dignity, honesty and fairness towards their co-workers.
3. **Responsibility:** Unilever always places the environment as one its foremost concerns before they take any decision and ensures taking sustainable course of actions, adding vitality to life. Unilever acts responsibly towards all its stakeholder including the consumers, suppliers, distributors and employees, as well as the environment and the communities in which it operates.
4. **Pioneering:** Innovation stands at the heart of Unilever allowing them to excel in the marketplace. Examples include Unilever officially launching the first detergent powder (Wheel), the first deodorant (Rexona), and the first skin care cream (Fair & Lovely) since its inception in Bangladesh.

Unilever Sustainable Living Plan (USLP)

The motto of Unilever is “*Doing Well by Doing Good*”. This philosophy laid the foundations for the Unilever Sustainable Living Plan. Launched in 2010, the program was aimed at making sustainable living commonplace by developing business practices that enrich both the company and the community it serves. Unilever aims to fulfill the growing consumer demand through sustainable products and create a brighter future for everyone. USLP will help the company double the size of their business, increase their positive impact on society and reduce their environmental footprints by innovating greener solutions. These 3 aims form the pillars of the USLP as depicted by the figure below:



Unilever realized that it does not only sell brands: it sells a promise. USLP is not merely meant to be a competitive advantage to enhance the company's image. It is a belief, a code of conduct that Unilever and its people live by. It is derived from the brands of Unilever and carried out by the people involved; something that kept the company much further ahead of its rivals.

By 2020, the USLP aims to achieve the following:

1. Will help more than 1 billion people take action to improve their health and well-being.
2. Will halve the environmental impact of the making and use of Unilever products.
3. Will source 100% of agricultural raw materials sustainably.



By driving sustainability into every corner of their business, the Plan is opening up new opportunities and driving growth:

- More and more people are choosing brands with a social purpose, such as Dove and Lifebuoy.
- As consumers' needs change, they are concentrating on innovations, such as laundry products that use less water.
- They are making their supply chain more secure by working with smallholder farmers to improve farming practices and livelihoods.

BRIEF OVERVIEW OF PROJECTS ASSIGNED

Unilever has two distinct departments globally dealing with its brands – brand development and brand building. As the name suggests, the brand development part is responsible for coming with different brand names and ideas that fit the company and product profile. However, in Unilever Bangladesh, we only have the Brand Building department which is tasked with enhancing the reach and image of the existing brands in Bangladesh. Each of the 20 brands that UBL has is dealt with in this department. At the head of this department sits Mr. Javed Akhtar, the brand building directors and under him, there are different senior and junior brand managers who are each put in charge of one or several of these 20 brands. This is one of the most challenging department of this company as the brand managers need to brainstorm and come up with innovative yet effective ideas to take their brand to the number one spot. These managers work hard day and night to analyze the market data and to discover any lapses in their outreach. They develop ideas on how to better promote the brand they are in charge of and how to make it a dominating presence in the local market of our country. They have an activation wing operating under the same department that carries out the promotional campaigns and activations that are developed by the brand managers. These are aimed at not only raising the awareness level of the brands but also to ensure customer satisfaction by engaging them directly and enriching their lives in one way or the other.

The brand building team works closely with the customer development department which comprises of territory officers and managers scattered all over Bangladesh in different zones. The customer development team is tasked with the execution of ideas on a root level, ideas that brand managers develop in headquarters. The customer development team knows the local market well and is, therefore, ideal in carrying out these tasks. They also gather market data by conducting different surveys and then send this data to the brands team who use this to effectively look at the market from a birds-eye view. They compare the data across different zones to determine which zones are successful and what strategies are responsible for that.

I was placed in the brand building department, as an intern under Ms. Mahdia Chowdhury, who is the brand manager for Fair & Lovely Max Fairness and Fair & Lovely Foundation (a USLP concern of Fair & Lovely). I also reported to Ms. Ipshtia Fahmin, who is assistant

manager in the HR department and was in charge of the whole ULIP (Unilever Internship Program) 2015 procedure. I have completed different projects under both of the aforementioned Unilever personnel, descriptions of which are given below.

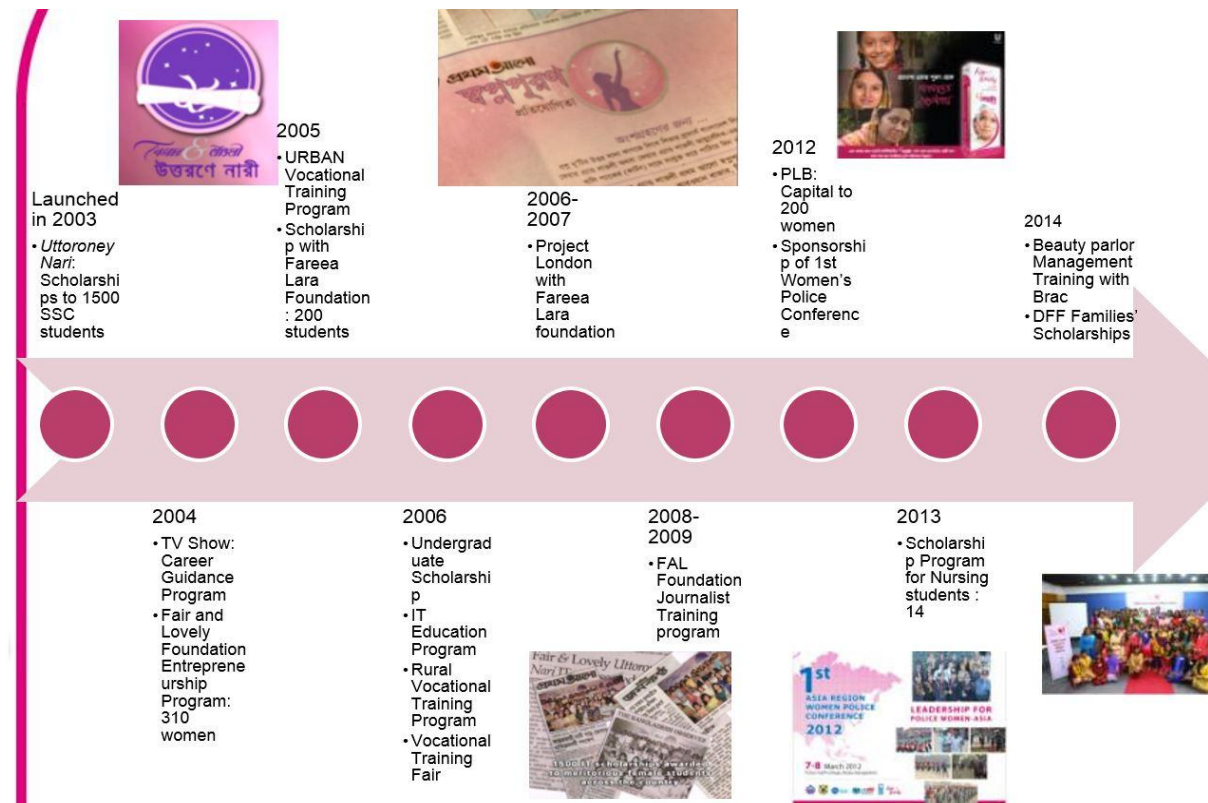
Projects Assigned

1. Tomar Shopno Koro Shotti

This is an USLP project of Fair and Lovely Foundation (FAL Foundation) - a social initiative that aims at creating self-reliance in every woman to inspire her to pursue her dream. Since its inception in 2003, this has been the biggest project of FAL Foundation in Bangladesh. This project was mainly handled by Ms. Mahdia Chowdhury who is the brand manager of FAL Foundation and she was constantly guided by Mr. Nurul Monowar Ratul who is a senior brand manager overlooking the portfolio of Fair and Lovely. As an intern of Ms. Mahdia Chowdhury, I spent my 3 month internship period in helping her execute this project as smoothly as possible from the very beginning.



The diagram below shows some of the major activities of FAL Foundation over the last decade.



This campaign was originally carried out first in India by Hindustan Unilever to empower the women of their country and at the same time, promote fair and lovely as a brand that is concerned about the well-being and independence of women. After the success of the campaign in India, it was undertaken by Unilever Bangladesh. The campaign title in English would be “Make your dream come true” and that is exactly what it aimed to do. It had three distinct categories of aids for women – (a) Scholarship for struggling SSC/HSC/Bachelors students, (b) Vocational Training for job seeking women and (c) Start-up capital for women entrepreneurs. Fair and Lovely launched an ad campaign called “Haar Na ManaNari” in early 2015 which acted as the take-off platform for “TomarShopno Koro Shotti”.



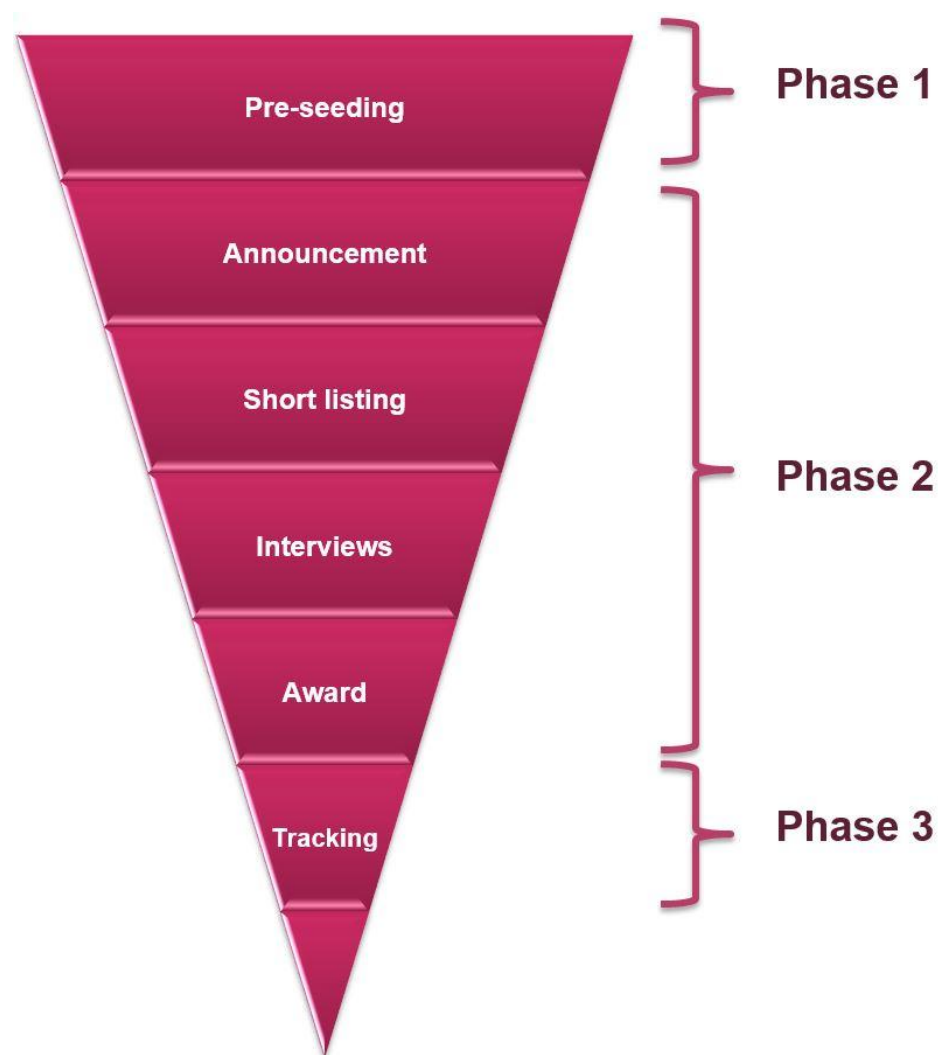
While this campaign was running, Fair and Lovely started collecting applications from women all over Bangladesh who sought to participate in the campaign TomarShopno Koro Shotti and receive aid in any of the three pillars – education, career, entrepreneurship. They could apply by calling the Unilever careline and requesting a form or by going to the website, downloading the form and mailing it back to Unilever careline. The careline number, email ID and application procedure was printed on every box fair and lovely fairness cream and also it was mentioned in the TVC for Haar Na

ManaNari. Furthermore, TMSS was the official NGO partner of FAL Foundation for phase 1 of the whole campaign. TMSS has its presence all around the country and stored forms in their offices in each district so that the local women could collect the forms without travelling too far. TMSS also assisted the women in filling out the form and clearing out any confusions regarding the documents they needed to submit. Phase 1 ran for a few months and at the end of it, a total 10,000 applications were received, verified and scored by TMSS. The scoring was done on the basis of different criterion such as the merit of a student, the experience and skill set of entrepreneurs or job seekers and most importantly, the neediness of each candidate. Based on the scores, top 1000 candidates were chosen and categorized according to the division in which they belonged. The table below shows the division-wise breakdown of these 1000 candidates.

Regions	Total no. of participants in Regions
Sylhet	52
Rangpur	217
Rajshahi	359
Dhaka	136
Chittagong	116
Khulna + Barishal	120
Total Participants	1000

Then phase 2 started from August 2015 and this is the part where I joined the campaign. Phase 2 was aimed at ensuring that the 357 beneficiaries who would finally receive the aid from FAL Foundation were chosen appropriately. For this reason, these 1000 candidates were called for interviews that occurred in their division and questioned on why they sought the aid and how it would help them, what their future plan was once they received the aid. The interviews were conducted by respected and experienced judges in the field of women empowerment. These judges were carefully chosen to ensure a fair selection. The judges included presidents and vice presidents from the divisional Women's Chamber of Commerce and Industries (WCCI) and respected professors from universities such as Dhaka University, Rajshahi University and Shahjalal University of Science and Technology. Over a period of one month, interviews

took place in 6 regions and the score sheets were then evaluated to choose the top 357 beneficiaries. It included 200 beneficiaries who would receive scholarships, 150 beneficiaries who would receive vocational training and 7 special beneficiaries chosen by the advisory panel of FAL Foundation who would receive startup capital for their business. A gala event was organized in ICCB, Dhaka at the end of this three month long phase 2, where all the chosen candidates were called and dressed in graduation gowns and presented with certificates as a way of congratulating them for making it all this way. The success of this campaign has played a crucial role in earning Fair and Lovely the best brand award from Bangladesh Brand Forum (BBF) at the end of 2015.



Contribution to the Project

Phase 2 of the campaign was executed with the help of Asiatic EXP – one of the largest marketing agencies of Bangladesh and I worked closely the Asiatic team representing

Unilever. I relayed information from FAL Foundation to Asiatic regarding tasks they needed to carry out and also assisted them. Then, I reported the progress of the work to my line manager, Ms. Mahdia. If there were any discrepancies in the work, she would inform me and I would ensure that it was properly completed. Starting from handling the forms of all 1000 applicants and ensuring accurate division-wise and pillar-wise entry of each of the participant's data to being on-site during the interview and overlooking the whole operation, I played a vital role in it all. I travelled to Sylhet, Chittagong, Rajshahi, Rangpur, Dhaka and finally Khulna with the team to see if the selected judges were contacted properly and whether the event started and finished as per time schedule. I noted whether the facilities lived up to the good name of Unilever and Fair & Lovely and also made sure that all the participants were treated nicely as if they were our guests. During the visit of the initial locations, a senior from Unilever would accompany me to guide me in my work. I have gotten the chance to work with Mr. Arif Azim from the Unilever activation team and also with Mr. Nurul Monowar, who has been an exemplary figure for me. Not only I, but everyone on site looked up to him for excellent quality of work and communication. After having learnt from the best, I alone represented Unilever in the last two locations with Asiatic and conducted the event smoothly in chosen venues. I communicated with a lot of the participants to see if they were facing any problems or if they were nervous. I also maintained liaison with the judges and briefed them about the program and its aim so that they could grasp the concept and make better judgements after each interview. Mumtaheena Chowdhury Toya, a Channel I Lux Superstar was chosen as the MC for the event and kept the participants engaged while they remained seated in the waiting room. One of my tasks was to brief Toya on what she needed to do and say to these participants so that they could be better prepared for the interview ahead. Once the interview rounds were over, I was put in charge of all the score sheets. I input the data from those sheets into excel and after doing some calculations, I determined the top candidates from each of the regions. Based on the scores, the 350 beneficiaries for scholarship and vocational training were chosen and contacted. This was one of the major tasks I had handled because each applicant that I chose would have their lives changed after the grant. The autonomy to make such big decisions placed on the shoulders of an intern was an example of how much faith Unilever puts on their interns.

Apart from coordinating these interview events around the country, I also helped with the AV (audiovisual) making process which were to be displayed in the gala event of this campaign. Each of the participants had submitted a hand written essay describing their life and their need to receive help from FAL Foundation and I went through all 1000 stories to shortlist the best 30 stories across all categories. I made a summary of those 30 stories and sent it to my line manager who then chose the best few stories from their and then turned those stories into beautiful AVs and those participants felt proud and acknowledged watching their stories come to life on the big screen. The whole journey over the 2.5 months was also recorded and produced into an AV with the help of Beatnik (a media agency). During the last month of my internship, I worked with Asiatic for completing the closing procedures such as ensuring the selected participants were contacted properly and ensuring their presence in Dhaka on the day of the gala event and I also worked with Beatnik regarding the AVs. The usage of footage, the choice of a narrator, the length of the video, the script for the AV, the proper spelling of each of the judges' names and advisory panel members' names, I had to make sure that all these met the requirements of my line manager.



Over the three months, I had to prepare many presentations and slides whether it was to communicate ideas I had or to report the details of any event I looked after. This gave me valuable insight into the corporate presentation culture and how the audience perceives it compared to class presentations. Furthermore, I also attended corporate

meetings with my fellow colleagues to discuss ideas for improvement in the execution of future events, to decide upon the date and venue of each of the interview rounds etc. The very first meeting I attended was where three different agencies made their pitch to undertake the execution of this campaign and I asked to note down the meeting minutes and then offer my opinion on which agency's idea had the most potential in upholding the somber image of the brand, of this event. It was truly an honour for me to see that my opinion as an intern was valued and it made me feel like I could manage to contribute to Unilever and to FAL Foundation.

2. Bizmaestros 2015

Bizmaestros is a fairly renowned annual business case competition hosted by Unilever Bangladesh. This competitions calls for the top final year students from the best universities of Bangladesh to participate in groups of three. The winning team gets internship privilege in Unilever and also gets to participate in the global round of this competition known as Future Leaders League whereby winning teams from many different countries around the world come together in a showdown of grit and creativity. The winning team of Bizmaestros 2014 went to become the runners up of Future Leaders League last year – a great accomplishment, which led UBL to make Bizmaestros this year tougher and grander to exceed the performance of the previous year. The team gets an all-expense paid trip from the UBL.



This prestigious competition took place in last November 2015 while I was serving as an Unilever intern. The head of this project was Ms. IpshitaFahmin, the HR manager to whom I reported besides Ms. Mahdia. Alongside most other interns of UBL at that time, I worked thoroughly on making Bizmaestros 2015 a reality. The competition kicks off with the roadshow round where the UBL team visits different university campus sites and talks about this competition in detail to create awareness. They hold a seminar where

AVs of previous years' competitions are shown and the experience of previous participants are shared to encourage new ones. The interns played a significant role to make these roadshows happen from brainstorming AV ideas to preparing PowerPoint slides and assisting agencies to set up the campus and managing all attending students in each university. Then came the briefing round where more than 450 students chosen from different universities attended and they were informed about the tasks their teams needed to complete in order to move to round 2. They were also given an example of the activation task as Lifebuoy was executing a hand wash related activation campaign in the next hall and we coordinated 450 students to move in a line and attend the Lifebuoy activation campaign to gain some experience and idea. Lastly, the semi-final and final round of the event took place in a daylong event at Radisson Blu Water Garden. We were in charge of coordinating the sound team, the AV team, seeing if all the finalists were seated in their designated positions, maintain a steady sequence of different segments in the event, see to the judges' needs etc.

Working in this event taught me valuable lessons in organizing and managing people as I dealt with different people from agencies, people from the venue and university and finally all those students. It instilled a sense of first-hand leadership that will continue to aid me further in my life.

LITERATURE REVIEW

According to a research carried out by the students of Punjabi University on the Indian market, they determined that 36% of all respondents preferred Fair & Lovely as their brand of fairness cream which was the highest compared to other brands. However, this survey was conducted on women specifically which might be an influencing factor behind the high preference towards fair & lovely as a brand. The same survey also showed using empirical data that the two factors that women strongly considered before purchasing a fairness cream was the brand itself and the ability of the product to cause fairness of skin. These two factors accounted for 68% of all respondents. Another important finding from this research paper shows that 46.7% of all respondents stated television ads to be the biggest source of awareness about fairness cream brands and their value propositions.

Saumendra Das (2013) stated in his paper “Consumers’ Perception on Fairness Creams in India” that the adoption of western culture of brand consciousness in India coupled with increased male expenditure on cosmetics has transformed the fairness cream market of India into a potential high growth industry, inviting all the global brands to operate in. According to this paper, this Rs. 8000 crore market segment grew by 10% in terms of value previous year. Fair & Lovely has a massive 53% market share in India and experiences an annual growth rate of 10 to 15%. A survey conducted as part of this paper reports that Indian customers prefer Fair & Lovely over other brands of fairness cream regardless of age and income, mostly due to its ability make the skin fair which allows them to have a good personality in the society.

According to Kumar & Raja (2014), 30% of all users of fairness cream in India consisted of men who were secretly using female’s fairness creams in 2004 which paved the way for a new market segment in the fairness cream industry – fairness cream for men. Emami capitalized on it and quickly launched their product Fair and Handsome in 2005. Fair & Lovely also set their foothold on the market with their Fair & Lovely Max Fairness. This report has also stated that the customers are willing to pay premium price for fairness creams depending on brand and quality of the product. The findings of this paper states that most men are influenced by TV ads to purchase fairness creams and these men are typically students aged between 18 to 24. Garnier is the number one choice of fairness cream brand amongst men, while fair & lovely remains on top with female customers in India.

To further strengthen the findings from the previous papers, a 2006 study conducted by Manivannan, Kannan & Natryan on the Indian fairness cream industry has found over 60% respondents prefer Fair & Lovely over other brands. 46% of the respondents stated “fairness” as the factor influencing their choice. Roughly 80% of the respondents were exposed to different brands through TV Commercials. These findings have held true through countless researches conducted in India and are likely to be applicable to the Bangladeshi market as well given the proximity and demographic similarity.

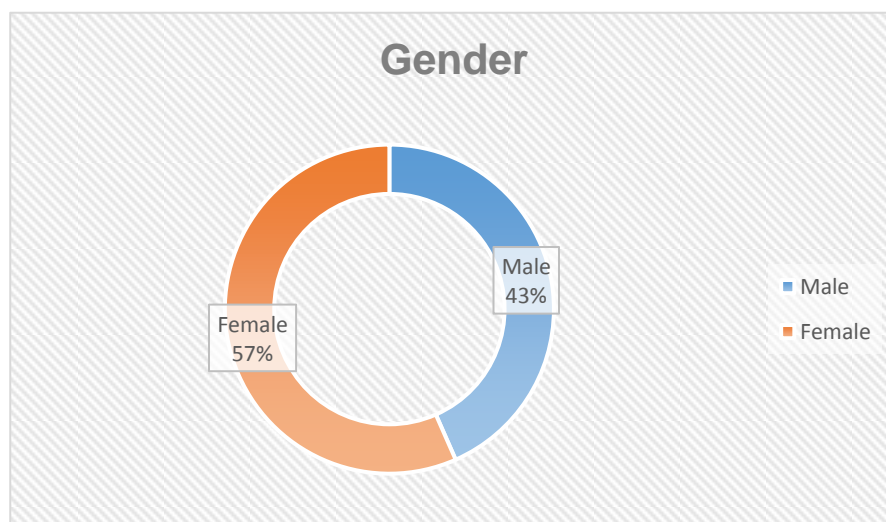
SURVEY ANALYSIS, INTERPRETATION AND FINDINGS

This section covers the findings from the survey conducted on “Analysis of Consumption Perception of Fairness Creams of Youth in Dhaka”. The survey was conducted using an online website called SurveyPlanet.com. The online form was shared with people of different age groups although the majority of them were undergraduate level students. A total of 76 survey responses were collected from different individuals. The collected data was then analyzed using pie charts and bar charts to represent them in a more meaningful way. After thorough analysis of the data, it was interpreted in terms of what the research amounted to and what were the final findings of the research. To add to the credibility of the report, a thorough literature review was conducted on the fairness cream industry to take account of previous research findings and compare it with the findings from this particular research.

Analysis and Interpretation

Classification of Respondents by Gender

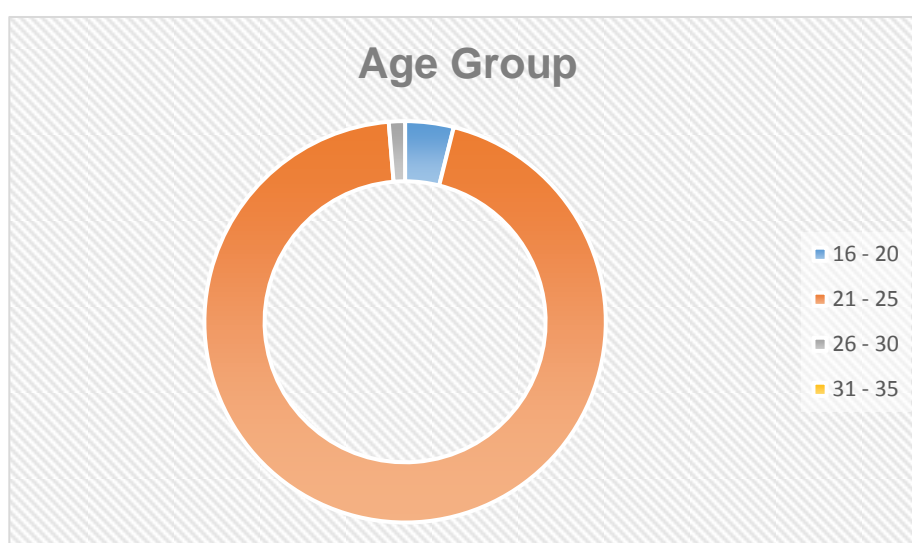
Gender	No. of Respondents (%)
Male	33 (43.4%)
Female	43 (56.6%)



In the survey that was conducted by choosing participants randomly, the percentage of females were higher than males by nearly 14% clearly indicating an elevated level of fairness cream usage amongst females as opposed to males.

Classification of Respondents by Age

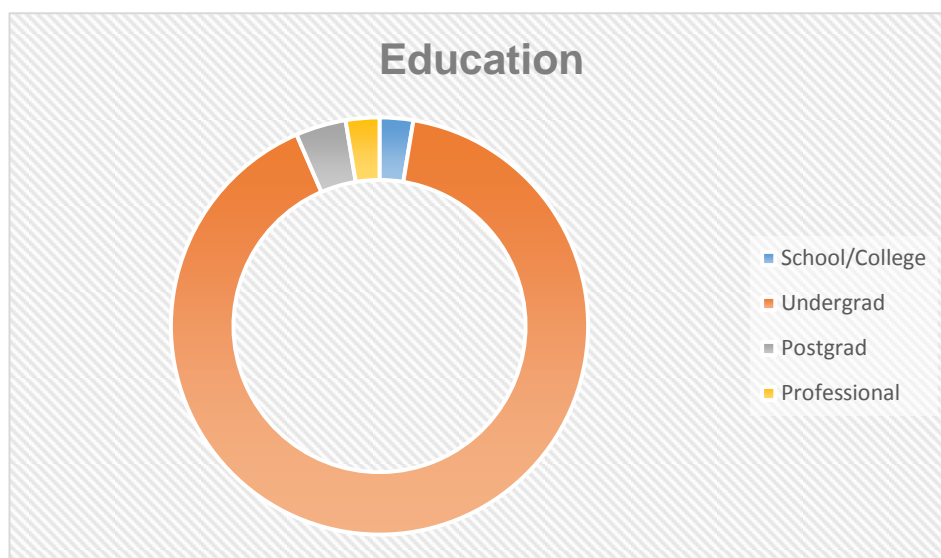
Age Group	No. of Respondents (%)
16 – 20	3 (3.9%)
21 – 25	72 (94.7%)
26 – 30	1 (1.3%)
31 - 35	0



The survey conducted shows that a total of 98.6% of the respondents are aged below 25 which suggests that the preference for fairness cream is higher amongst youth compared to more aged adults. This could possibly result from the youth's need to look good by having fair skin, especially women who prefer to groom themselves. In this modern era, men have also grown accustomed to the use of fairness creams, thereby giving rise to numerous men's fairness cream brands.

Classification of Respondents by Education level

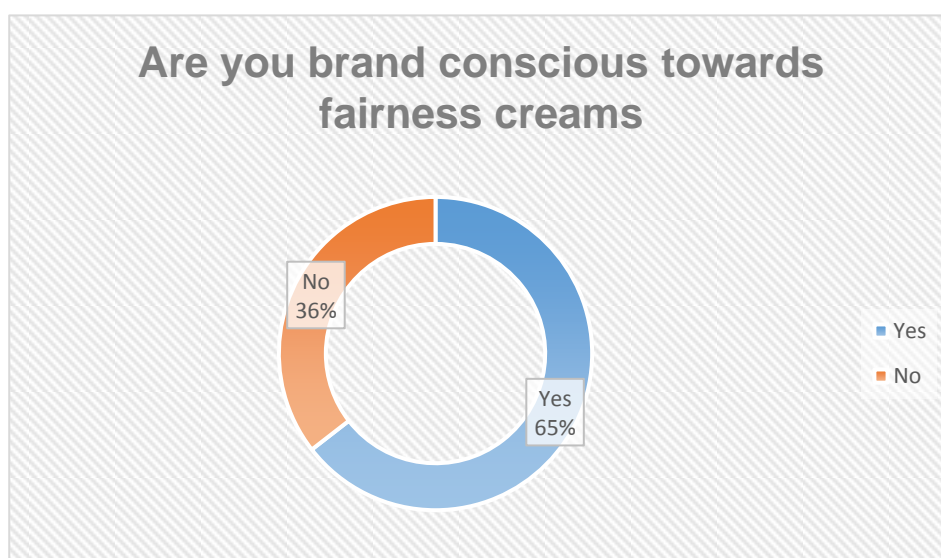
Education	No. of Respondents (%)
School/College	2 (2.6%)
Undergrad	69 (90.8%)
Postgrad	3 (3.9%)
Professional	2 (2.6%)



From the survey findings, we notice that 90.8% of the respondents are undergrad level students. One of the main reason behind this is that undergrad students often need to travel far to go to their universities and also attend different club events. Some of them even tend to do part time jobs. So they remain outside home for longer periods and are exposed to the UV rays of the sun which further necessitates the use of fairness creams to maintain their complexion. Another reason behind the high number of undergrad responses is sampling bias.

Are you brand conscious towards fairness creams?

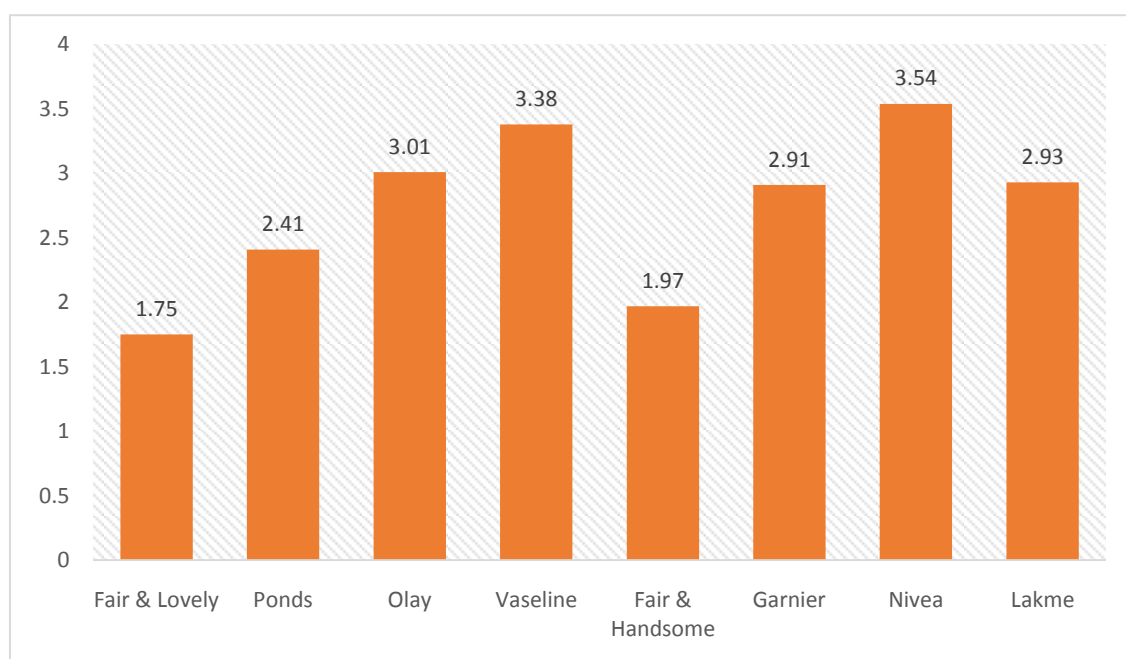
Answer	No. of Respondents (%)
Yes	49 (64.5%)
No	27 (35.5%)



Nearly twice as many respondents said that they are brand conscious when it comes to buying fairness creams as respondents who weren't brand conscious. This goes to show that the customers place faith in certain brands and the quality of their product and also chooses brands over generic products out of concern of damaging their own skin. Brand creates a sense of safety and loyalty amongst customers and the fairness cream industry has been seeing the entrance of new promising brands, however, Fair & Lovely remains at the top by market share in Bangladesh.

Preference scores of different fairness cream brands

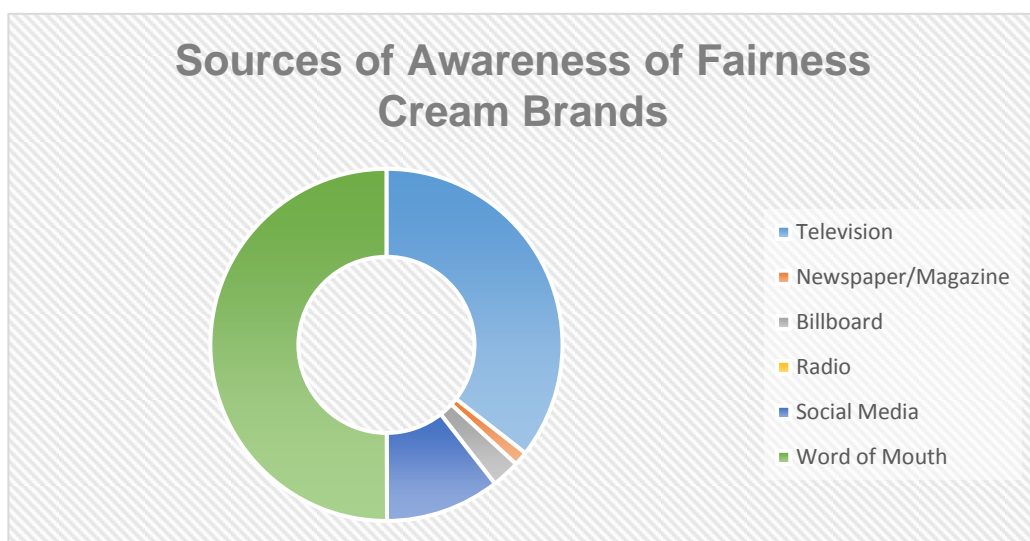
Brand Name	Average score out of 5
Fair and Lovely	1.75
Ponds	2.41
Olay	3.01
Vaseline	3.38
Fair and Handsome	1.97
Garnier	2.91
Nivea	3.54
Lakme	2.93



From the previous chart, we can clearly observe that Nivea and Vaseline are clearly the two most preferred brands as they received the highest and second highest average score out of 5. These are premium, expensive brands of fairness cream that offer a lot of different benefits which tend to attract customers to these brands more than others. They have been in business for a long time having built trust and loyalty amongst its users and furthermore, it has sustained its quality over decades. One factor to consider in this scenario is that the respondents profile belonged generally to upper middle class or upper class who can afford premium products and therefore, chose these two brands. But considering the mass people of Bangladesh who would not be capable of spending so much on fairness creams would opt for cheaper quality alternatives and that is where fair and lovely steps into the game. Fair and Lovely started off as a female fairness cream brand but because of popular demand, started another product line called Fair and Lovely Max Fairness which is fairness cream for men. According to the market data, fair and lovely has the highest market share if we consider the entire country instead of only Dhaka city and its upscale people.

Source of awareness of fairness cream brands

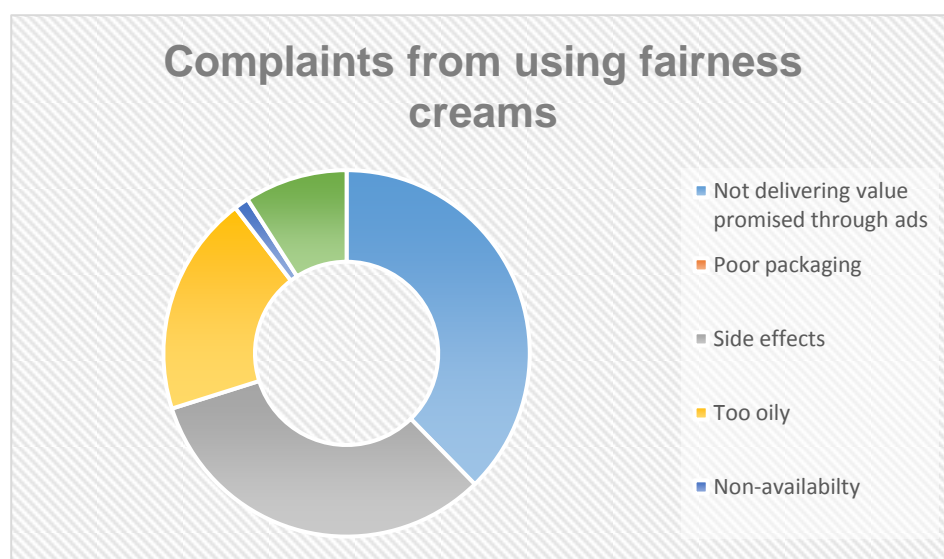
Source	No. of Respondents (%)
Television	27 (35.5%)
Newspaper/Magazine	1 (1.3%)
Billboard	2 (2.6%)
Radio	0 (0%)
Social Media	8 (10.5%)
Word of Mouth (friends/family/retailers)	38 (50%)



According to the survey, out of the 76 respondents, 35.5% of them are made aware of different brands of fairness creams through television ads, 10.5% learn about the brands from social media and a staggering 50% of the respondents learn about different brands of fairness creams through word of mouth. It could be family or friends suggesting a particular brand of cream who have previously used the product and benefited from it or it could be a suggestion from the store owner where respondents shop. Regardless, the opinion of another person is highly regarded here as they can relate the user's experience to themselves. In this modern era, where people are losing the habit of reading newspapers and magazine, it serves as a low potential source of ads. Social media is the hype around the globe right now. Fairness cream brands have not made a sincere effort to create a footprint in social media, however, this is where their marketing efforts should be focused to create more instant awareness amongst customers about the different benefits and availability of fairness creams. This will be an effective tool for brand promotion.

Common complaints from using fairness creams

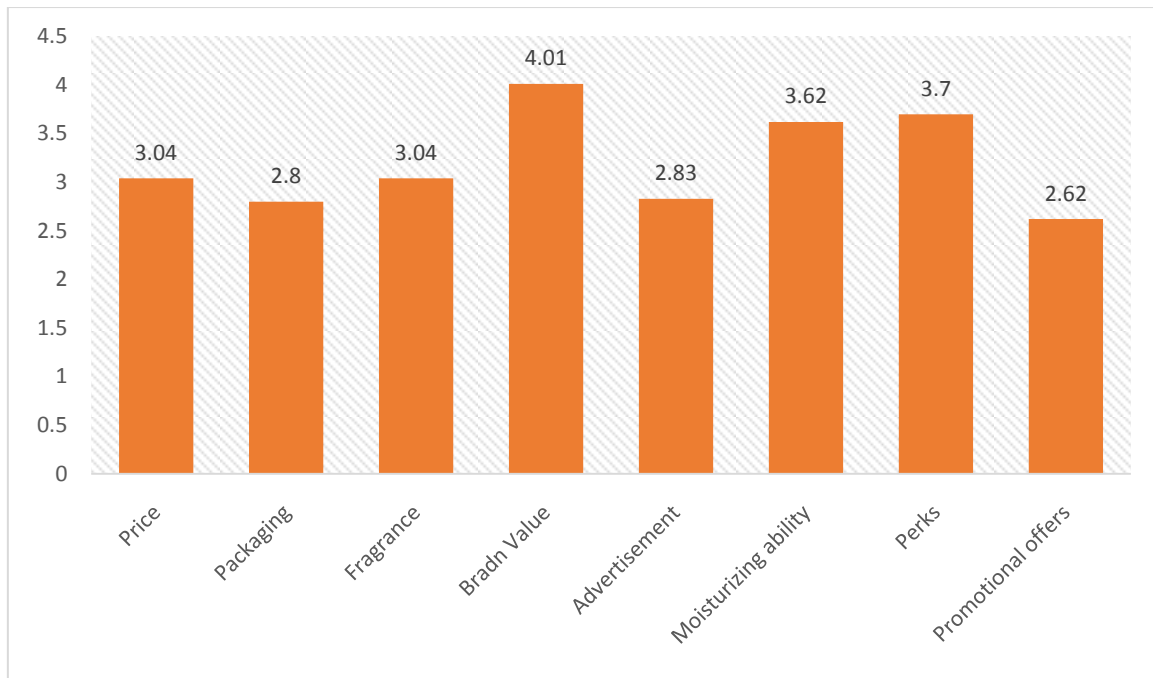
Complaint	No. of Respondents (%)
Not delivering value promised through ads	29 (37.7%)
Poor packaging	0 (0%)
Side effects	25 (32.5%)
Too oily	15 (19.5%)
Non-availability	1 (1.3%)
Other	7 (9.1%)



From the above chart, we can clearly deduce that the biggest complaint customers of fairness creams face is that the actual product never lives up to their advertisements. Usually fairness cream ads are exaggerated stating that usage will make your complexion bright in 2 weeks, or that special chemicals in the product will instantly heal your skin and make it glow. However, when a consumer purchases the products, benefits are not experienced to such heightened degree leaving a sense of disappointment in their minds. Apart from this, the other major complaint is experiencing side effects from using fairness creams. This is because the ingredients used in different brands of creams are not suited to all skin types and it should be more clearly stated which skin type the product would suit so that the customers can make a more informed choice and avoid unnecessary side effects. Finally, the third problem of fairness creams being too oily primarily arises from humid and sunny weather of Bangladesh. Not all these brands make creams with the tropical climate of Bangladesh in mind. So while those products may be very effective under different settings, here in Bangladesh, they tend to make the skin oily by mixing with sweat. These complaints are rooms for improvements for the different brands and which brand can develop a product to overcome this shortfalls, will eventually go on to be the number one brand in the market.

Factors influencing the decision to purchase a fairness cream

Factor	Average score out of 5
Price	3.04
Packaging	2.80
Fragrance	3.04
Brand Value / Brand Name	4.01
Advertisement	2.83
Moisturizing ability	3.62
Perks (oil-control, age reduction etc.)	3.70
Promotional offers (discounts etc.)	2.62



From the above bar graph, we can deduce that a lot of factors play an important role in the mind of customers when they are making the decision to purchase a fairness cream, but that factor with a score of 4.01 exceeding others in terms of importance is the brand value or brand name of a particular product. The data from the previous survey questions also support this finding as two-thirds of the respondents admitted to being brand conscious when buying fairness creams and placed. Furthermore, we saw that the upper class and middle upper class customers had a strong preference towards brands like Nivea and Vaseline and end up buying their products more than others simply out of brand loyalty. The factor with the second highest score is perks which include different special benefits offered by a product such as age-reducing fairness creams, oil control fairness creams, spot healing fairness creams etc. This shows that when customers buy a fairness cream, they are looking to receive more benefits from it than just being fair. They would rather not use a different cream for each benefit and would instead opt for a complete solution to their problems.

Overall Findings

After having completed a thorough analysis of the survey and comparing the findings with the literature review that majorly described the condition of the industry in India, we can determine that the findings are similar to a large degree due to the similarity of the weather and climate of the two countries and also due to the similarities in the demographics of the

respondents. The people of Bangladesh are strongly brand conscious towards fairness creams and consider it a primary factor when choosing a cream to buy from the market. Furthermore, this survey also states that perks such as age-reduction, fairness amount to another important decisional factor for choosing fairness cream brands. This also holds true in the Indian market as per the literature review. 43% of the respondents being classified as male indicates that there is a growing customer base of male fairness cream users here in Bangladesh as well. The source of awareness of these products is majorly television ads in both countries, however, in India, its significance is higher. A possible explanation for that is India has a lot more channels broadcasting a wide genre of programs that appeal to different customer groups and as a result, they are more exposed to TV commercials. Furthermore, Fair & Lovely has undertaken more persistent marketing efforts in India as opposed to their campaigns in Bangladesh. Having grown into the largest fairness cream brand in India by market share, their attention has now moved towards achieving the same in Bangladesh and thus, the new commercials are aimed at changing the perception of consumers towards this brand as something that is more than just about making women fair. They are trying to portray a brand image where Fair & Lovely cares about the women who use it, about their independence and about them making them strong individuals. As a result, Fair & Lovely has been experiencing growing market share in Bangladesh with a dominant position in the rural areas which was not revealed in this survey due to limitations of the number of respondents. This change in brand promotion strategy for Fair & Lovely was a much needed one for UBL as Fair & Lovely has been criticized in the past for its portrayal of dark-toned women in society in commercials. According to Karani (2007), two Fair & Lovely ads have been banned by the Indian government on account that it sent discriminatory message to the viewers. In conclusion, this survey has proven to be an effective tool in providing insight into the current market situation and consumer perception of fairness creams in Bangladesh.

LEARNINGS AND CONCLUSION

To summarize, my three month period in Unilever has been a spectacular journey of personal growth, learning and overcoming challenges. I entered this company as a graduate student and came out in the end as a well-groomed professional. I learned how to communicate with fellow colleagues as a professional, how to tackle problems from a business perspective and I learned how to deal with stress and meet deadlines. There were often times I had to juggle three to four different tasks at a time and they always needed to be completed on time. This provided me with the scope to get creative and find solutions on how to deal the tasks in the most effective manner. I worked extensively on MS Excel regarding data entry and data management while dealing with the information of 1000 applicants and their respective score sheets. This allowed me to grasp the importance of MS Excel in an organizational setting and has led me to believe that universities should offer more extensive courses about teaching excel skills to its graduates to increase their competency. Working on PowerPoint to prepare presentations for my seniors in Unilever also gave me the chance to improve my presentation skills and equipped me with the very important skill of developing standard quality slides within a very short time. Furthermore, I also developed the ability to type Bengali on MS Word due to situational need which has boosted my skills portfolio. There were times when I was also given the chance to assume the role of a leader when managing the particular events in different regions and this allowed me to learn about leadership skills in a way that I never could by reading from books. Negotiation, management, leadership, communication, problem solving are some of the important lessons that I took with me from my internship. I learned that successful organizations are extremely goal oriented and self-driven and those are traits that I want to incorporate in my personal life as well to build myself into a successful human being and a successful corporate. Working in Unilever and getting the chance to interact with different companies, agencies and individuals has also helped me create a better vision for my career path. I learned that there is a lot to look for in a job besides salary and that you need to enjoy your work. My seniors gave me valuable advice regarding which departments would allow me to apply my strengths and knowledge and what steps I should take in my career after my internship. They helped me structure my CV in a manner that makes it more attractive and stand out in a drawer full of CVs from all other graduates. These three months have been a life changing for me to say the least and I have thoroughly enjoyed my work.

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APPENDIX

Appendix A: Contact Information of Line Manager at UBL

Mahdia Chowdhury

Brand Manager, Fair & Lovely Max Fairness and Fair & Lovely Foundation

Unilever Bangladesh.

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Appendix B: Survey Questionnaire

PREFERENCE TOWARDS FAIRNESS CREAM

PLEASE CHOOSE YOUR ANSWER

Gender	Age Group	Education
Male	16-20	School/College
Female	21-25	Graduate
	26-30	Post Graduate
	31-35	Professional
		Other: _____

Q1. Are you brand conscious regarding fairness creams?

- a. Yes b. No

Q2. Please rate your preference of the following fairness cream brands?

Fair & Lovely	1	2	3	4	5
Ponds	1	2	3	4	5
Olay	1	2	3	4	5
Vaseline	1	2	3	4	5
Fair & Handsome	1	2	3	4	5
Garnier	1	2	3	4	5
Loreal	1	2	3	4	5
Lakme	1	2	3	4	5

** 1 = Least Preferred, 5 = Most Preferred*

Q3. What is the best source of awareness of fairness cream brands?

- Television Ads
- Newspaper/Magazine Ads
- Billboards
- Radio
- Word of Mouth (friends/family/retailers)
- Social Media

Q4. What are you common complaints from using a fairness cream?

- Not delivering value promised through advertisements
- Poor packaging
- Side Effects
- Too oily
- Non-availability
- Others: _____

Q5. Please rate the following factors on how strongly it influences you to buy a fairness cream.

Price	1	2	3	4	5
Packaging	1	2	3	4	5
Fragrance	1	2	3	4	5
Brand Value/Brand Name	1	2	3	4	5
Moisturizing Capacity	1	2	3	4	5
Perks (oil control, age-reduction etc.)	1	2	3	4	5
Advertisement	1	2	3	4	5
Promotional Offers (discount, gifts etc.)	1	2	3	4	5

** 1 = Least Influential, 5 = Most Influential*

If you have any comments or suggestions, please share below.